

## Message Text

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PAGE 01 ROTTER 00768 081654Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W

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FM AMCONSUL ROTTERDAM

TO USDOC WASHDC

INFO SECSTATE WASHDC 2451

AMEMBASSY THE HAGUE

AMCONSUL AMSTERDAM

UNCLAS ROTTERDAM 768

E.O. 11652: N/A

TAGS: BEXP, BTRA, NL

SUBJ: FOREIGN BUYER PROGRAM: E.V.O. GROUP STUDY TOUR TO

THE U.S.A. MARCH AND JUNE 1978

1. AMCONGEN ROTTERDAM HAS BEEN REQUESTED BY E.V.O., ALGEMENE VERLADERS- EN EIGEN VEROER ORGANISATIE (ASSOCIATION OF SHIPPERS AND MANUFACTURER/EXPORTERS), THE HAGUE, TO ASSIST IN PLANNING AND ARRANGING OF TWO, APPROXIMATELY TWO WEEK, STUDY TOURS TO THE USA IN 1978. EACH GROUP WILL CONSIST OF A MAXIMUM OF 30 MIDDLE MANAGERS REPRESENTING A CROSS SECTION OF DUTCH INDUSTRY.

2. E.V.O. IS LARGEST AND MOST INFLUENTIAL ORGANIZATION IN THE NETHERLANDS CONCERNED WITH ALL ASPECTS OF GOODS TRANSPORT AND HAS MEMBERSHIP OF OVER 45,000 COMPANIES.

3. FIRST GROUP TOUR IS PLANNED FOR MARCH 1978 AND IS INTENDED FOR TRANSPORT MANAGERS CONCERNED WITH PHYSICAL DISTRIBUTION. THIS GROUP IS PARTICULARLY INTERESTED IN STUDYING THE VARIOUS WAYS IN WHICH CARGO ARRIVING IN CONTAINERS AT EAST-COAST PORTS, IS DELIVERED TO FINAL INLAND DESTINATIONS. IT IS ALSO INTERESTED IN AIRFREIGHT OPERATIONS.

4. SECOND GROUP CONSISTS OF MIDDLE MANAGERS CONCERNED WITH MATERIALS MANAGEMENT. THIS GROUP WOULD LIKE TO VISIT A NUMBER OF LARGER US COMPANIES THAT MANUFACTURE AND SUBSEQUENTLY

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DISTRIBUTE THEIR PRODUCTS THROUGH THEIR OWN TRANSPORTATION NETWORK. IT IS PLANNING ITS VISIT TO INCLUDE THE NATIONAL MATERIALS HANDLING SHOW TO BE HELD IN DETROIT, JUNE 12-15, 1978, AT OUR SUGGESTION.

5. WE WOULD APPRECIATE FBP SUGGESTED ITINERARY WHICH WOULD PROVIDE PARTICIPANTS WITH IN DEPTH EXPOSURE TO DISTRIBUTION AND GOODS TRANSPORT SYSTEMS IN THE USA. ASSOCIATIONS IN

THE TRADE KNOWN TO FBP MAY BE IN THE BEST POSITION TO SATISFY BOTH GROUPS INTERESTS. SECOND GROUP WOULD LIKE TO EXAMINE, FOR INSTANCE, SUPPLY OF A LARGE FOOD STORES CHAIN, OR SUPPLY OF A MANUFACTURING PROCESS FROM RAW MATERIAL TO READY PRODUCT AND SUBSEQUENT DISTRIBUTION TO RETAIL OUTLETS OR SUPPLIERS. THEY ARE NOT INTERESTED IN THE CAR MANUFACTURING INDUSTRY.

6. UPON RECEIPT OF YOUR SUGGESTIONS A FURTHER MEETING WITH E.V.O. IS PLANNED TO FINALIZE A PROGRAM FOR BOTH GROUPS.

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